AMENDMENT TO THE CLAIMS

1. (Currently amended) A method for creating a video signal for broadcast over a cable channel, the method comprising:

    creating a series of content pages using a graphical user interface, wherein at least a portion of at least one content page of the series of content pages comprises updatable content that is updatable at a time after creation of the at least one content page of the series of content pages, and wherein the series of content pages comprises content to be played by a player at a cable headend;

    delivering the series of content pages via the internet to [[a]] the player at [[a]] the cable headend;

    scheduling a broadcast of the series of content pages;

    at the time of the scheduled broadcast of the series of content pages, automatically using the player to fetch updated content via the internet from an on-line content source unaffiliated with a party performing the delivering or the cable channel;

    automatically updating the updatable content with the updated content; and

    playing at the player to the cable headend, the series of content pages, including the updated content; and

    broadcasting the series of content pages, including the updated content, as the video signal over the cable channel.

2. (Previously presented) The method of claim 1, wherein at least one content page of the series of content pages includes programming code directing the player to the on-line content source.

3. (Original) The method of claim 1, wherein the on-line content source is comprised of at least one of a source for weather, news, traffic, financial, airport, health or entertainment information.

4. (Currently amended) A method for issuing an alert over a plurality of channels selected from the group consisting of cable channels, over the air broadcast stations, direct broadcast satellite channels, and public and private closed-circuit video networks, the method comprising:

    a first user creating the alert at at least one first graphical user interface;

delivering the alert via the internet to an on-line content source affiliated with the first user;

a second user, unaffiliated with the first user, creating a series of content pages using at least one first graphical user interface, wherein at least one content page of the series of content pages comprises information for causing at least one of a plurality of players at the plurality of channels to query the on-line content source for the alert, and wherein the series of content pages comprises content to be played by the plurality of players to the plurality of channels for delivery to viewers;

delivering the series of content pages via the internet to the plurality of players;

scheduling broadcast of the series of content pages;

at the time of the scheduled broadcast of the series of content pages, automatically using at least one of the plurality of players to automatically fetch the alert via the internet from the on-line content source affiliated with the user; and

playing at the plurality of players to the plurality of channel, the series of content pages, including the alert; and

broadcasting the series of content pages, including the alert, as a video signal over the plurality of channels.

5. (Previously presented) The method of claim 4, wherein at least one content page of the series of content pages includes programming code directing the at least one of the plurality of players to the on-line content source.

6. (Original) The method of claim 4, wherein the alert is comprised of at least one of an FEMA alert, an Amber alert, a Red Cross request, a Homeland Security alert and a NOAA warning.

7. (Currently amended) A system for creating a video signal for broadcast over a cable channel, the system comprising: at least one graphical user interface , a network interface, a scheduler, an on line content source and a player, wherein

the at least one graphical user interface for creating is operable to create a series of content pages, wherein at least a portion of at least one content page of the series of content pages comprises updatable content that is updatable at a

time after creation of the at least one content page of the series of content pages, and wherein the series of content pages comprises content to be played by the player at a cable headend;

the a network interface for delivering is operable to deliver the series of content pages via the internet to [[a]] the player at [[a]] the cable headend;

the a scheduler for scheduling is operable to schedule a broadcast of the series of content pages;

the an on-line content source is unaffiliated with the at least one graphical user interface or the cable channel;

the a player for is operable to (i) automatically fetchingfetch, at the time of the scheduled broadcast of the series of content pages, updated content over the internet from the on-line content source;, and for updating (ii) update the updatable content with the updated content, and (iii) play to the cable headend, the series of content pages, including the updated content; and

the cable channel for broadcasting is operable to broadcast the series of content pages, including the updated content, as the video signal.

8. (Previously presented) A system for issuing an alert over a plurality of channels selected from the group consisting of cable channels, over the air broadcast stations, direct broadcast satellite channels, and public and private closed-circuit video networks, the system comprising: at least one first graphical user interface, a first network interface, at least one second graphical user interface, a second network interface, a scheduler and a plurality of players, wherein:

the at least one first graphical user interface that allows at least one first user to create the alert;

the a first network interface for is operable to deliver[[ing]] the alert via the internet to an on-line content source affiliated with the at least one first user;

the at least one second graphical user interface for creating is operable to create a series of content pages, wherein the at least second graphical user interface is associated with at least one second user, wherein the at least one first and at least one second users are unaffiliated, and wherein at least one content page of the series of content pages comprises information for causing a query of the on-line content source for the alert, and wherein the series of content

pages comprises content to be played by the plurality of players to the plurality of channels for delivery to viewers;

the ~~a~~ second network interface ~~for delivering~~ is operable to deliver the series of content pages over the internet to [[a]] at least one of the plurality of players at the plurality of channels;

the ~~a~~ scheduler ~~for scheduling~~ is operable to schedule broadcast of the series of content pages;

the [[a]]plurality of players ~~for~~ are operable to (i) automatically ~~fetching~~ fetch, at the time of the scheduled broadcast of the series of content pages, the alert via the internet from the on-line content source, wherein the alert is automatically fetched based upon the information for causing a query of the on-line content source~~; and wherein~~ (ii) insert the alert ~~is inserted~~ into the series of content pages; (ii) play, to the plurality of channels, the series of content pages, including the alert, and

the plurality of channels ~~for broadcasting~~ are operable to broadcast the series of content pages, including the alert, as a video signal.